

BAM

COMPANY NAME

Crisis Communications Plan

Last Updated: MONTH YEAR

Immediate Questions: Contact PRIMARY POC NAME, EMAIL, PHONE

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Overview

Executive Summary

In today's 24/7 news environment, negative stories can go viral before an organization has a chance to respond. An effective crisis communications strategy can preserve a company's credibility and reputation by ensuring the company is seen as responding in a timely and responsible manner both proactively and reactively. Poor communication with key stakeholders during a crisis can have lasting effects. The following pages encompass COMPANY NAME's approach to crisis communications in order to protect the company, brand reputation, and engaged stakeholders. For COMPANY NAME, these stakeholders include: INSERT HERE.

Not all crises are a true crisis. A crisis is something that requires urgent attention and/or has business implications. Sometimes, it's simply an issue that needs to be dealt with. Issues quite often escalate into crises, but can also remain isolated and be one-off occurrences. This manual outlines the differences, how to navigate both, proper communications protocol, who needs to be involved when and how, sample messaging when communicating to internal and external stakeholders, and what to do after the dust settles (learning from any mistakes is critical).

The contents or directions in this plan do not supersede guidelines within other COMPANY NAME policies or standards (e.g., code of ethics, human resource guides). Rather, this is meant to work alongside such documents.

Crisis vs. Issue

Crisis Communications Guidelines

During a crisis (or issue) you must make every attempt to stay calm.

Insert here other guidelines your company will follow such as acting fast, being human, etc.

How to Distinguish

Insert here how a crisis vs. issue varies and how your organization specifically views the differences and provide examples.

Department Type	Issue Example	Crisis Example
Operational	● <i>Insert here</i>	● <i>Insert here</i>
Data/IT/Property	● <i>Insert here</i>	● <i>Insert here</i>
Human Resources	● <i>Insert here</i>	● <i>Insert here</i>
Marketing & External Comms	● <i>Insert here</i>	● <i>Insert here</i>

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